SPORTS ILLUSTRATED
OLYMPIC BRIEFING
for
PHILIP MORRIS

JULY 18, 1995

2:15 ***INTRODUCTIONS***
Mark Thomas

2:20 ***OLYMPIC OFFERINGS AND HOSPITALITY VIDEO SHOW***

2:35 ***HOSPITALITY CAPABILITIES & ENTERTAINMENT CYCLE SCHEDULES***
Martha McMahon

2:50 ***OVERVIEW SI'S OLYMPIC PLANS/ UPDATE ON SI'S OFFERING AVAILABILITIES***
Dave Long

3:00 ***DISCUSSION/QUESTIONS***

SI Attendees
Dave Long, Publisher
Don Mahoney, New York Advertising Director
Martha McMahon, Olympic Events Manager
Mark Thomas, Account Manager

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